

*The job market is extremely competitive and neglecting your cover letter is a big mistake. Why? A cover letter is your first opportunity to tell a prospective employer about yourself, and to do so in your own words.*

- ◆ **Do**—Personalize your letter
- ◆ **Don't**—Send a Generic Cover Letter
- ◆ **Do**—Address the specific job advertised
- ◆ **Don't**—Make the reader work too hard
- ◆ **Do**—Get to the point
- ◆ **Don't**—End your letter passively
- ◆ **Do**—Write and edit your letter with great care

Yes, my dear, it's true,  
you really should  
submit a cover letter  
with your resume even  
if it's not required.



Use key words from the  
job description in the  
body of the cover letter

Don't forget to spell  
check!

## Cover Letter Template

### Salutation

Dear [insert name of hiring manager],

### Body

First paragraph: Mention the job you're applying for and where you found the job listing.

Middle paragraphs: Discuss your qualifications. These paragraphs should be specifically tailored to requirements posted in the job listing. You might also consider including why this specific company interested you in the first place. Limit this section to two to three paragraphs.

Final paragraph: Discuss the next steps. If you are going to follow up in one to two weeks, mention a specific date. If you would prefer to leave the ball in their court, say that you look forward to discussing your qualifications further. Also provide your email address and phone number. Don't forget to thank them for their time.

### Close

Best,  
[insert your name]